

IBM Software

Innovate2012

The Premier Event for Software and Systems Innovation



2012 Business Partner Benefits

WHY THIS IS AN EVENT YOU CAN'T AFFORD TO MISS!

- Bigger, better and more to see and do than Innovate 2011
- Visibility for your company with exhibit and demonstrations in a high traffic Exhibit Hall
- Reap more value with updated sponsorship offerings
- Showcase your products and solutions at the premier software and product delivery event
- Enjoy unmatched opportunity to network with peers, customers and new prospects
- Benefit from access to top subject matter experts, visionary leaders and executives one-on-one
- Attend multiple tracks offering the best in class education
- Generate revenue by closing and developing existing deals with managers, directors, C-level executives and other decision makers
- Generate leads and increase sales
- See real-world demonstrations of our latest solutions in the IBM Solution Center
- See demonstrations of products on the not to distant horizon in the Innovation Labs
- Attend track keynotes where product road maps will be outlined
- Learn about best practices of industries from around the world!

BENEFITS AT-A-GLANCE

The Innovate 2012 Conference will be better than ever because it's been suited to meet the needs and requests of our valued Business Partners:

- Business Partner Café where you can meet with subject-matter experts
- Breaks and receptions strategically located within the Exhibit Hall to drive more traffic
- Exciting updated sponsorship opportunities to add more value to your Innovate experience
- Exclusive Business Partner day on Sunday with more compelling content and sessions than ever before
- Plus, IBM will continue to deliver the same benefits and experience you have come to expect from Innovate:
 - An estimated audience of over 4,000 attendees
 - The latest in thought leadership, solution deep dives and real-world experiences for those developing and delivering software and systems across every major industry
 - High energy Exhibit Hall provides booth visibility, better flow and ease of navigation
 - Make your presence known with one of our many marketing opportunities available to sponsors and exhibitors
 - A full spectrum of high-quality business opportunity and technical content at every level—in both General Keynotes and breakouts
 - Case study speaking opportunities
 - Motivational speakers
 - World-class entertainment

Save
the
Date!

June 3 – 7, 2012
Orlando, Florida

For more information
on Innovate 2012
opportunities, please
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